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RECREATION

news

Issued by
THE RECREATION AND CULTURAL DEVELOPMENT BRANCH

ALBERTA
DEPARTMENT OF
PROVINCIAL SECRETARY

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Ottawa, and for payment of postage in cash.

Vol. 18

Edmonton, Alberta, May 1964

No. 5

FATHER DAVID BAUER IS CHIEF INSTRUCTOR AT HOCKEY INSTITUTE

Interested parties still have time to send in their applications for the 1964 Hockey Leadership Institute to be held at the University of British Columbia August 22-29, 1964. Deadline for receipt of applications is June 1, 1964.

This Institute is sponsored by the Canadian Amateur Hockey Association with funds provided by the National Fitness and Amateur Sport Directorate in Ottawa.

The Alberta-British Columbia course will be one of five to be held across Canada and the aims of the course are:

- to encourage, promote and develop fitness through amateur hockey.
- to promote and foster objective and constructive attitudes towards the philosophy and leadership aspects of amateur hockey.
- to develop competent instructors who in turn will pass on their knowledge to others at the local or community level.

Instruction at the course will be under direction of Reverend Father David Bauer, Canada's 1964 Olympic Coach, with Dr. Bob Hindmarch, Professor of Physical Education at U.B.C., and Clarc Drake, coach of the champion University of Alberta "Golden Bears", assisting.

The criteria for selection of candidates will be:

- demonstrated interest in community hockey organization.
- demonstrated competence in coaching minor hockey.
- expressed willingness to serve their communities by conducting clinics

(Continued on page 3)

Olds Drama Seminar Moves to Drumheller

The Olds Summer Drama Seminar sponsored by the Drama Division has found itself a new home this year at the brand new vocational school in Drumheller.

The Seminar will run from August 16 to 29 inclusive. The staff has increased to accommodate the larger classes which are being anticipated.

The classes this year will be divided into basic and advanced, and the brochures and application forms will be going out very shortly to all interested persons.

Deadline for applications is July 6.

STAFF OF FIVE NAMED FOR PLAYGROUND AND BEGINNING CAMP COUNSELLORS' COURSE

The following staff members have been appointed to the Playground and Beginning Camp Counsellors' Course to be held at Pine Lake June 20-26, 1964:

Director—Jack W. Riddell, Assistant Director—Lorne R. Wood, Specialist Leaders—Mrs. Win Waters, Mr. Bob Whyte, Miss Sue Campbell.

Deadline for applications is June 8, 1964, and the fee is \$10.00.

Candidates must be sponsored by a local responsible authority that will assist leaders upon return from the course. The camping section of the course has been developed in co-operation with the Alberta Camping Association executive. Applications are available from J. W. Riddell, Recreation and Cultural Branch, 424 Legislative Building, Edmonton.

RECREATION SEMINAR TO HAVE TWO NOTED RESOURCE LEADERS

Candidates enrolled in the three year In-Service Course for recreation directors will finish this year with their annual seminar to be held at the Banff School of Fine Arts, May 24 to June 6.

Resource leaders for the seminar will be Dr. E. J. Tyler, professor of social psychology, Brandon, Manitoba, and Professor C. K. Brightbill, University of Illinois.



Dr. E. J. Tyler

rural populations in Manitoba, conducted for A.R.D.A.



Prof. C. K. Brignbill

Dr. Tyler is well known in Alberta recreation circles for key role he has played at many conferences. Dr. Tyler assisted with the planning of the Recreation In-Service Course in 1957 and has

(Continued on page 3)

RECREATION LEADERSHIP SCHOOL

CAMROSE, JULY 6 - AUGUST 1, 1964

STAFF

Fifteen persons have been appointed to the staff of the 1964 Recreation Leadership School to be held at Camrose July 6-August 1. Staff members are selected on the basis of qualifications and experience in the field of recreation and because of their genuine interest in leading young people.

The 1964 staff will include:

Mr. Jack Boddington—A member of the 1963 summer staff, Mr. Boddington will return to lead the Recreation Workshop for second year students, and will teach first aid and swimming to first year men. He will also be Dean of Men. Formerly Superintendent of Recreation in Grande Prairie, Mr. Boddington now holds that position in Jasper Place. He holds top awards in first aid and in the Royal Life Saving Society.

Mrs. Marie Bradshaw—A former staff member with the City of Edmonton Recreation Department, Mrs. Bradshaw now resides in Nelson, B.C., where she conducted a number of leadership courses. Mrs. Bradshaw will take a class in Social Recreation with second year students.

Miss Susan Campbell—Miss Campbell is completing her second year of the degree course in Recreation Leadership at the University of Alberta. She has been on the staff of Surprise Lake Camp for several summers and holds certificates in music, swimming and crafts. At the 1964 Leadership School, Miss Campbell will be responsible for Community Singing and a new second year course, Music for Playgrounds and Recreation Centres.

Mr. Burton Demeretz—A member of the 1962 staff, Mr. Demeretz will return to the school to teach second year men's gymnastics and the swimming instructors course. He holds degrees in education and physical education from the University of Alberta and is presently teaching at Victoria Composite High School in Edmonton.

Mr. Bill Fayter—1964 will be the tenth year Mr. Fayter has been a member of the staff of the Recreation Leadership School. Mr. Fayter is a graduate of George Williams College, Chicago and is now principal of Chinook Park Elementary School in Calgary. At the 1964 school Mr. Fayter will lead dance for

first and second year students as well as Analysis of Exercise for second year and First Aid for first year men.

Mrs. Alice Polley—Mrs. Polley is an Edmonton teacher and a graduate in Education from the University of Alberta. She is presently studying for her master's degree in drama at the University of Texas on a Canada Council scholarship. She will be leading first and second year groups in drama at the leadership school.

Miss Joan Smith—A student at the Recreation Leadership School in 1959 and 1960, Joan has since graduated in Physical Education at the University of Alberta. She was area supervisor of playgrounds in Edmonton for two summers and is presently teaching on university staff. She will be teaching Group Games to first year women and Gymnastics and Analysis of Exercise to second year women at this year's leadership school.

Mr. Bryn Thomas—Mr. Thomas holds a Physical Education diploma from Loughborough College, United Kingdom and is presently Physical Education Supervisor for the Rocky Mountain School Division. Mr. Thomas has had teaching experience in both Canada and the United Kingdom. He will be teaching Gymnastics and Keep Fit to first year men and Badminton to second year men and women at this year's school.

Miss Yvonne Tremblay—Miss Tremblay is returning for her third year on the leadership school staff. She holds education and physical education degrees from the University of Alberta and has been teaching for the past two years in Sackville, N.B. At the 1964 school, Miss Tremblay will be responsible for first aid and group games for first year women and swimming for first year men and women.

Mr. Bob Whyte—A member of the specialist staff of the Recreation and Cultural Development Branch, Mr. Whyte will be responsible for all craft classes for both first and second year students at the 1964 leadership school. Mr. Whyte is a graduate of the Alberta College of Art, majoring in crafts, and spent two years touring Europe and studying crafts in various European countries.

Mrs. Judy Wood—Mrs. Wood is a graduate in Physical Education from the University of Alberta. She has had extensive summer experience in recreation, including playground supervision with the City of Edmonton. At present she is teaching at St. Joseph's High School in Edmonton. Tennis, Keep Fit and Team Sports will be her subjects this summer.

Mr. Lorne Wood—Mr. Wood has recently accepted a permanent appointment to the staff of the Recreation and Cultural Development Branch as Supervisor of Athletics and Outdoor Education. He is a graduate in Physical Education and Education from the University of Alberta. At this year's school he will be teaching Team Sports, Group Games and Archery.

Administration of the 1964 School will be handled by staff members from the Recreation and Cultural Development Branch. The School will be under the direction of Miss Elsie McFarland who will also teach first year Recreation Leadership. Mr. Syd Moore, Northern Area Consultant for the Branch will be assistant director of the School and will lead first year Recreation Leadership and second year Recreation Workshop. School secretary will be Mrs. Corinne van der Linden, who will also assist with the dance program.

CAUTION!

Playgrounds Need Planning!

Do not spoil a play area through the overcrowding of equipment or lack of space. Avoid what recreation people call a "PLUMBER'S NIGHTMARE".

Write us or contact your nearest Recreation Director for advice on play area layout.

Recreation and Cultural Development Branch,
424 Legislative Building,
Edmonton, Alberta.

HOCKEY INSTITUTE

(Continued from page 1)

or administering minor hockey programs.

Accepted candidates will have their transportation paid and will be provided with first-rate housing and meals in U.B.C. residences.

Information brochures and application forms have been sent out to all city and town recreation directors and to executive members of the Alberta Amateur Hockey Association.

Further information and application forms may be obtained from:

Mr. L. R. Wood

Supervisor

Athletics and Outdoor Education
Recreation and Cultural Development
Branch

Department of the Provincial Secretary
Room 424, Legislative Building
Edmonton, Alberta

Deadline for receiving applications—
June 1, 1964.

Successful applicants will be notified
by June 15, 1964.

Lifeguard Course For Lethbridge Area

The Provincial Lifeguard Service Committee in co-operation with the Recreation and Cultural Development Branch and the Lethbridge Recreation Department will hold a 4-day Lifeguard Course in Lethbridge on the days of June 13, 14, 20 and 21, 1964.

The course consists of approximately 30 hours of pool and lecture time over the four days, and applicants will be welcomed from all of Southern Alberta.

Candidates must be 17 or over at time of registration, and must presently be a Y.M.C.A. Life Saver, Red Cross Water

RECREATION SEMINAR

(Continued from page 1)

been a staff member at all seminars held. He will lecture first year students on Human Growth and Development and Leadership Theory. He will also speak to the entire group at the closing luncheon.

Professor C. K. Brightbill, Head of the Department of Recreation and Municipal Park Administration, University of Illinois, will join the seminar in its second week as resource leader for the third year students. A graduate of the University of Pennsylvania, Mr. Brightbill has a wide background of experience with public recreation departments, with the National Recreation Association, and with the United States Government. He was awarded a grant by the Rockefeller Foundation in 1960 to study the relationship of recreation to medicine and rehabilitation in the United States and Europe.

Two of Mr. Brightbill's books, "Recreation Administration" and "Man and Leisure: A Philosophy of Recreation" are text books for the In-Service Course.

Other staff at the seminar will include Colonel E. Cormack, Department of Extension, University of Alberta; Mr. W. H. Kaasa, Director, Recreation and Cultural Development Branch for the Province; and Mr. C. H. Dempster, Superintendent of Banff National Park. Miss E. McFarland, Supervisor of Community Programs for the Provincial Government, is in charge of the course.

Safety Leader, Royal Life Saving Bronze Medallion holder or equivalent.

The cost of the course is \$5.00, and application forms may be obtained from the Lethbridge Recreation Department or Supervisor of Athletics, 424 Legislative Building, Edmonton.

DEADLINE FOR APPLICATIONS IS
June 6, 1964.

SYNCHRONIZED SWIM COACHES' CLINIC PLANNED FOR GRANDE PRAIRIE IN JUNE

The Alberta Synchronized Swimming Association in co-operation with the Recreation and Cultural Development Branch and the Grande Prairie Recreation Department will hold a course for potential coaches of synchronized swimming in Grande Prairie on the weekend of June 13 and 14, 1964.

The course will be conducted at level one of synchronized swim coaching so anyone interested in this activity is en-

couraged to attend. Registration fee will be \$1.00.

Instructors from Edmonton will be in attendance, and further information and application forms may be obtained from the Grande Prairie Recreation Department or Supervisor of Athletics, 424 Legislative Building, Edmonton.

DEADLINE FOR APPLICATIONS IS
June 6, 1964.

Albertacraft '64

NORTHERN

ALBERTA

JUBILEE

AUDITORIUM

EDMONTON, ALBERTA

June 15-22
1964

Application forms can be obtained by writing to

Arts and Crafts Division

Room 424

Legislative Bldg.

Edmonton

for anyone wishing to submit entries in arts and crafts to the

**ALBERTACRAFT
'64** exhibition

DEADLINE for the receipt of entries and completed application forms is

JUNE 1, 1964

6th PROVINCIAL BAND and Mount Royal Conservatory BRASS, WOODWIND AND PERCUSSION

**"A" BAND AND
BAND DIRECTORS' COURSE**



CAPTAIN F. M. McLEOD

Played professionally in Vancouver and western United States until 1941, then joined the Canadian Army. Served as Bandmaster in the Aleutians and England and Northwest Europe. Studied in England at the Royal Military School of Music, Kneller Hall, during the period 1947 to 1950 also attending the Royal College of Music, London. During this period played with the BBC Symphony Orchestra and the Covent Garden Opera Company. Was conductor of the Calgary Junior Philharmonic Orchestra for four years and taught on the faculty of Mount Royal College for three years. He has been Chief Instructor for the Alberta Government Provincial Band Workshops held for five years, and at numerous weekend clinics.

"B" BAND



CAPTAIN H. A. JEFFREY

Captain H. A. Jeffrey, C.D., A.R.C.M., L.G.S.M., of Toronto, has been the director of music of the Princess Patricia's Canadian Light Infantry Band since 1955.

Captain Jeffrey has been with military bands since 1936 when he joined the band of the Royal Regiment of Canada in Toronto. He played with the band of the Royal Canadian Navy at locations ranging from Halifax, N.S., to Prince Rupert, B.C., from 1941 to 1952, when he joined the band of the Royal Canadian Artillery.

Captain Jeffrey attended the Royal Military School of Music in London, England, from 1952 to 1955. He received diplomas from the Royal College of Music and from the Guildhall School of Music in London, England, in 1955.

BAND DIRECTORS' COURSE



HORACE BEARD

Commencing his musical training in the Salvation Army, Mr. Beard joined the R.C.A.F. Central Band in 1942 as cornet soloist. After the war, he studied at the Royal Conservatory, Toronto, specializing in piano and organ. In 1951 he re-enlisted in the R.C.A.F. and a year later was sent to London, England. He graduated from the R.A.F. College of Music and now holds the L.R.A.M. and A.R.C.M. He was awarded the Cassel Medal as the outstanding student of 1954.

After a period as assistant conductor of Tactical Air Command Band, R.C.A.F., in 1956 he became director of instrumental music for the Brantford, Ontario, School Board; Conductor of the Brantford Symphony Orchestra and Memorial Concert Band.

He is now Supervisor of instrumental music in St. Catharines, Ontario.

**HARRY CARDELL
(Percussion)**

Was a member of the British Army "The Black Watch", Ordnance Corps and Life Guards Bands. While a member of the later band he had extensive experience in London, England in Theatre, Opera, Symphony, Ballet and Dance music. Coming to Canada in 1953 he joined the Royal Canadian Air Force Band in Edmonton, and three years later transferred to the Lord Strathcona's Horse Band in Calgary. He has played with the Edmonton Symphony and Calgary Philharmonic Orchestras. He is teacher of all percussion instruments at Mount Royal College, Calgary.



ORCHESTRA WORKSHOP

Library of Music, CALGARY

ON SECTION



ROY CORNICK
(Trombone, Baritone and Bass)

Roy Cornick commenced his musical career with the Salvation Army. He has played with many of the finest English brass bands as solo cornet. On joining the Cambrian Staff Band of the Royal Tank Regiment, he changed to euphonium and since has become an extremely fine soloist on that instrument. He now plays with the Lord Strathcona's Horse Band. Mr. Cornick is also a member of the trombone section of the Calgary Philharmonic Orchestra and Bandmaster of the Salvation Army Calgary Citadel Band. He also plays trombone in the Alberta Light Orchestra. He has taught at every Provincial Workshop.



ALLAN SCOTT
(Percussion)

Allan Scott, until recently, was percussionist with the R. C. A. F. Training Command Band in Edmonton. Before moving from England in 1959, he was principal percussionist for the Royal Air Force Central Band. Since being in Edmonton he has played with the Edmonton Symphony Orchestra, and for many shows at the Jubilee Auditorium.



HARRY PINCHIN
(Trumpet)

A former member of the bands of the Canadian Guards and the Lord Strathcona's Horse, founder of the Calgary Gilbert and Sullivan Opera Company, he is now its Musical Director. Mr. Pinchin is also principal trumpet of the Calgary Philharmonic Orchestra.



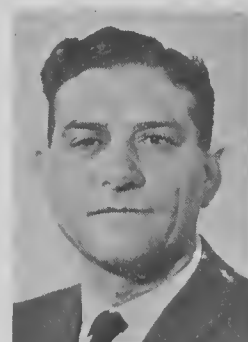
RALPH MANNING
(Horn)

Ralph Manning is a Canadian from Winnipeg, and for fifteen years was a member of the R. C. A. F. Training Command Band, and now belongs to the Lord Strathcona's Horse Band in Calgary. He has been principal horn of the Edmonton Symphony and now occupies the same position in the Calgary Philharmonic. He has played many shows with the Alberta Light Concert Orchestra, and presently teaches French horn in Mount Royal Conservatory in Calgary.



JACK PEARCE
(Trombone)

Jack Pearce is first trombone of the Calgary Philharmonic Orchestra, the Alberta Light Concert Orchestra and the Lord Strathcona's Horse Band. He has studied at the Royal Military School of Music, England, and for one year in Berlin with the principal trombone of the Berlin Philharmonic Orchestra. He now teaches at the Mount Royal College in Calgary.



FRANK SIMPSON
(Trumpet)

Mr. Simpson is first trumpet of the Lord Strathcona's Horse Band. He plays viola and trumpet with the Calgary Philharmonic Orchestra and for four years was associate conductor of the Calgary Junior Philharmonic Orchestra. He is currently conductor of the newly formed Southern Alberta Youth Orchestra and Director of Music of the Calgary Separate School Band. He has had twenty years experience with the Royal Artillery Band of the British Army and the Royal Military Academy, Sandhurst.



WILLIAM THOMAS
(Clarinet)

Mr. Thomas was formerly solo clarinet of the bands of the Welsh Guards and Royal Tank Regiment. He has been solo clarinet with the Lord Strathcona's Horse Band, and is now a member of the woodwind section of the Calgary Philharmonic.

COURSES

"A" BAND

July 13 - 24 inclusive - - - - - \$50.00

SYMPHONY ORCHESTRA

July 13 - 24 inclusive - - - - - 50.00

"B" BAND

July 27 - August 8 inclusive - - - - - 50.00

JUNIOR STRING ORCHESTRA

July 27 - August 8 inclusive - - - - - 50.00

BAND DIRECTORS' WORKSHOP

August 1 - 8 inclusive - - - - - 42.00

includes
tuition,
board and
lodging

Applications are available from the Supervisor of Music, Recreation and Cultural Development Branch, Department of the Provincial Secretary, Room 424, Legislative Building, EDMONTON, Alberta.

DEADLINE FOR APPLICATIONS—JUNE 12, 1964

LIBRARY NEWS

CUSTODIANS' COURSE

The current course of library custodians is now almost completed and all students have signified their willingness to attend the seminar at the University of Alberta on May 11, 12 and 13.

It will soon be time to think of the next course and very shortly brochures advertising this course will be sent to all library boards in the Province. Interested Custodians and Assistants and Library Board members who wish to participate in the fall of 1964 should contact the Supervisor of Public Libraries for further information.

BERWYN COMMUNITY LIBRARY

Mrs. Glaum the Custodian of Berwyn Community Library reports that the new Town Hall and Public Library was opened to the public on April 29. Our congratulations go to the Library Board and the Municipality for this improvement in their public library service.

DRAMA WORKSHOP AT DRAYTON VALLEY IS LAST OF SEASON

The final drama workshop for the season will be held in Drayton Valley the weekend of May 29.

Drama Supervisor, Jack McCreath, will be heading the staff and anyone in the region interested in attending the workshop should contact Mrs. Marian B. McKenzie, Secretary, Drayton Valley Players, Box 518, Drayton Valley, Alberta.

Deadline for applications is May 15, 1964.

Before a man can wake up and find himself famous, he must wake up and find himself.

IT'S COOK-OUT TIME!

Write us for your free copies of the pamphlets, "OUTDOOR COOKING" and "OUTDOOR LIVING".

Recreation and Cultural
Development Branch,
424 Legislative Building,
Edmonton, Alberta.

16m.m. Films

Following is a list of 16MM films available on loan from the Recreation and Cultural Development Branch, Room 424, Legislative Building, Edmonton, Alberta.

Many of these films have been recently added to the Branch Library, utilizing Federal Fitness funds. The Football and Baseball films have been placed in the library as a public service, by the Coca Cola Company.

Bookings may be made by telephone (CA 9-3853 - CA 9-3786) or in writing, subject to previous bookings. There is no charge. Borrowers are responsible for return postage, damage or loss.

To arrange for films, contact

J. W. RIDDEL,
Assistant Supervisor of Community Programs,
424 Legislative Building,
Edmonton, Alberta.

HOCKEY

- PST 1-1 Goal Tending
- PST 1-2 Skating
- PST 1-3 Defensive
- PST 1-4 Shooting
- PST 1-5 Offensive Team Play
- PST 1-6 Stick Handling

FOOTBALL

- PST 226-1 The Passer
- PST 226-2 The Kicking Game
- PST 226-3 The Running Back
- PST 226-4 Tackling
- PST 226-5 Interior Line Play

BASKETBALL

- PST 227-1 Individual Skills
- PST 227-2 Individual Offense
- PST 227-3 Team Offense
- PST 227-4 Fast Break
- PST 227-5 Defense
- PST 202 Health and Recreation Summer School 1939 (2 copies)
- PST 203 Health and Recreation Summer School 1947
- PST 204 Fit For Tomorrow
- PST 205 Warp and Weft
- PST 210 Fitness Is A Family Affair
- PST 211 Development of Movement Themes in the Gymnasium
- PST 212 Leaders for Leisure
- PST 213 Town and Country Recreation
- PST 220 When All the People Play
- PST 221 Careers in Recreation
- PST 222 - 223 Health and Recreation Summer School 1938, 1939, and 1940
- PST 224 On Stage
- PST 225 Prelude for Performance
- PST 226 Batting and Bunting
- PST 100 Broadjump

- PST 101 Discus
- PST 102 High Jump
- PST 103 Hurdles
- PST 104 Javelin
- PST 105 Pole Vault
- PST 106 Shot Put
- PST 106a Hurdles
- PST 106b Relays
- PST 106c Distance
- PST 106d Sprints
- PST 107 Evaluating Physical Abilities
- PST 108 Winter Camping
- PST 109 They Grow So Fast
- PST 110 Observing Girls Basketball Skills
- PST 111 Intermediate Tennis
- PST 112 Tennis for Beginners
- PST 113 Handicapped Go Camping
- PST 114 Trampoline Fundamentals
- PST 115 Basic Tennis Skills
- PST 116 Softball for Girls
- PST 117 Bicycle Safety Skills
- PST 118 Basketball Technique for Girls
- PST 119 Gymnastics—No. 1
- PST 120 Basketball Fundamentals

16 MM (Silent Black and White) film loops on the following subjects:

CHAMPIONS ON FILM

- PST 300 (Loop) Football (4)
- PST 301 (Loop) Tennis, Girls' (2)
- PST 302 (Loop) Swimming (men's) (2)
- PST 303 (Loop) Trampoline (2)
- PST 304 (Loop) Tennis, Men's (2)
- PST 305 (Loop) Basketball (2)
- PST 306 (Loop) Baton Twirling (1)
- PST 307 (Loop) Cheerleading (1)

Also available is a complete set of loops covering all aspects of Figure Skating.

There is no charge for this film service. Borrowers are responsible for return postage and any damages.

NOTE: Keep your projector clean, allow only experienced projectionists to operate your valuable equipment. Please return films promptly.

Program Aids

HOW TO HANDLE PUBLICITY

A. THE FIRST NEED IS TO HAVE SOMETHING WORTH PUBLICIZING

Good publicity cannot proceed from an inactive, mummified program. Ask yourself honestly whether it warrants publicity.

B. THE PUBLICITY DIRECTOR SHOULD:

1. be flexible, conscientious, energetic
2. have facility in self-expression
3. be on the executive board
4. have a voice in the planning
5. convey all pertinent facts to the public
6. discover sources of additional information
7. keep informed of every development
8. enlist the support of key people and organizations
9. choose a committee, if necessary, of writers, photographers, showcard writers, reservoirs of information.

C. THE MEANS OF PUBLICITY AND THEIR USE

Publicity has its best chance to be effective if it's organized to make use of all practical outlets.

1. **Conversation**—personal contact is still the heart of good publicity. Personal interviews and telephone calls are most effective—and free!
2. **Personal letters**—letters sent to key people should give basic information and solicit support.
3. **Circular letters, free promotional materials**—
 - (a) single sheet reprints of newspaper ads are good material;
 - (b) should be directed to proper sources rather than sent helter-skelter;
 - (c) perforated sheets are available for labels;
 - (d) may be put on bulletin boards at business places, post offices, libraries, etc., and may also be distributed by grocery stores, deliverymen, and school children.
4. **Information or Registration forms**—questionnaires, application forms,

etc., can bring feedback information.

5. **Commercial Promotion**—keep local firms informed, and give them concrete suggestions on how they might help.
6. **Posters**—colorful; brief message; simple; large lettering on contrasting background; locations chosen to suit subject. Take them down when purpose is served.
7. **Displays**—choose for display, items that give a quick and accurate idea of the activity. Establishments that do not hoard space—banks, theatres—may be available for displays.
8. **Speakers**—speeches of less than three-quarters of an hour, followed by a question period.
9. **Films**—used to open up the subject. Carefully select them to serve a purpose, and relate them to the local situation.
10. **Discussion groups**—useful when people have considerable factual information. Suggestions on methods of operation may come out.
11. **Press and radio**—reaches the widest public. Inform news editors of group's activity and relation to the community, and find out how they like material presented.

D. NEWS ARTICLES AND ADVERTISEMENTS FOR PRESS AND RADIO

1. material should be presented as news, not as propaganda.
2. most items can be anticipated—make arrangements for news coverage far in advance.
3. newspapers and readers like photographs with articles.
4. timeliness: advance publicity well before, reports immediately after an event.
5. periodic feature articles or regular columns may be appropriate.
6. characteristics of a release:
 - (a) chief purpose is to attract interest in what's being done, not to describe every detail;
 - (b) answer the five W's in an article: What, Where, When, Why

or How, and Who, preferably in first two paragraphs;

- (c) use direct quotations to capture interest;
- (d) short, accurate, interesting, personal, positive;
- (e) submit copy in typewritten form, if possible; double-spaced; on one side of paper; with good margins; with title; and name and address of writer clearly at top.
7. radio programs: appropriate as soon as the organization is launched on a live, constructive program.
8. paid advertisements
 - (a) decide on suitable size;
 - (b) decide on frequency of publications;
 - (c) time them to reach the public weekends, among other days, as people have more leisure to pay attention;
 - (d) decide on content: what, where, when, why, who;
 - (e) may be accompanied (at same time or later) by a more detailed news release;
 - (f) arrange for reprints of ad for free promotional purposes: inexpensive method as type is already set.

E. DO WHAT YOU CAN

"Don't wait until you can follow all these rules perfectly before you begin to put them to work—or you'll never start. Do the best you can—but start right away, and keep the copy coming. If you keep these points in the back of your mind, pay attention to editorial changes in your copy and take a critical attitude toward your own work you'll find yourself turning out better material. So start in right away, and do a job in your organization while you're learning to do an even better job." (J. S. Cram).

REFERENCES

- Hayakawa, S. I., *Language in Action*
 Simpson, Gertrude W., *Working With Newspapers*
 Cram, J. S., "How to Handle Publicity", Adult Education Service, MacDonald College.

12 REASONS Why a year-round Recreation System is Necessary

5. BECAUSE IT ATTRACTS AND UTILIZES THE HIGHEST TYPE OF LEADERSHIP.

The secret of success in community recreation is leadership—through a private or municipal group responsible for the development of the work and through a year-round executive who administers activities. If an organization is to be active and vital, if it is to attract to its membership strong community leaders, it must be permanent, functioning the year round, not merely during the summer months.

The administration of the leisure-time program of the community requires the services of an able paid executive. There are few such executives who can consider short-time employment. The best workers seek positions which will employ their best powers continuously throughout the year.

Fifth in a series, courtesy National Recreation Association, to be found in future issues of the RECREATION NEWS

BUILD YOUR OWN POTTER'S WHEEL—PLANS AVAILABLE

For the past number of years individuals and organizations have been requesting plans for a potter's wheel which they, themselves, could construct.

Recently, the Arts and Crafts Division, Recreation and Cultural Development Branch, obtained from the Kootenay School of Art, Nelson, B.C., a copy of a set of blue prints, or plans, for a home-made potter's wheel. The wheel was designed by Mr. Zeljko Kujundzic, Principal of the Kootenay School of Art, and the blue prints, or plans, were executed by Mr. Santo Mignosa, Ceramic Instructor, Kootenay School of Art. With Mr. Kujundzic's kind permission the Arts and Crafts Division has reproduced these plans and is making them available to individuals and organizations throughout the Province of Alberta who wish to construct their own potter's wheel.

Unfortunately, the Arts and Crafts Division was able to print a limited number only of these plans, so we must ask that they be returned to us within sixty days.

This tested and proven potter's wheel is basically a kick-wheel of solid construction, with a motor attached. Complete dimensions, together with a list of materials required, are indicated on these plans, with details as to the construction, etc.

From time to time the Arts and Crafts Division will be offering additional drawings and plans of other kinds of arts and crafts equipment which can be constructed by individuals.

FLIP OF THE FEZ TO...



The new Alberta Recreation Association executive: President—Ted Van Biezen, Three Hills; Vice-President—Jack Worsfold, Calgary; Secretary—Garry Rea-Airth, Vegreville; Treasurer—Martin Bodnar, Edmonton; Members at Large—Mrs. Campbell, Milk River; Fritz Brockman, Camrose; Grant McKeen, Edmonton; Ruth Constable, Calgary.

The following outstanding students who won awards at the Jasper Place Leaders Course: Don Dixon, Phyllis Sotir, Susan Stringer, Larry Kirsinger, Kees Wonters, Kinnelle Switzer.

Lac La Biche in establishing a Recreation Board and hiring a full time director in the person of Jim McCormick.

Crossfield in establishing a Recreation Board.

Coutts in developing and programming a smart new civic centre.

Andy Gaspointner (A.L.S./63) Milk River, in conducting an interesting display with some 100 students and adults at the A.R.A. banquet.

Dates to Remember

May 16-18—Alberta Professional Dance Teachers Association first annual convention, Red Deer.

May 19—Alberta Education Council School Libraries Conference, Calgary.

May 20-22—Joint Conference of Library Associations of Alberta, Saskatchewan and British Columbia, Calgary (Palliser Hotel).

May 29—Drama Workshop, Drayton Valley.

June 15-22—Albertacraft '64, Jubilee Auditorium, Edmonton.

August 16-29—Summer Drama Seminar, Drumheller.

August 22-29—Western Hockey Leadership Institute, Vancouver, B.C.

PROVINCIAL COURSES:

SENIOR CAMP COUNSELLORS' COURSE, May 15-18, 1964, Pine Lake.

RECREATION DIRECTORS' SEMINAR, May 23-June 6, Banff School of Fine Arts.

PLAYGROUND AND BEGINNING CAMP COUNSELLORS' COURSE, June 20-26, 1964, Pine Lake.

RECREATIONAL LEADERSHIP SCHOOL, July 6-Aug. 1, 1964, Camrose.

PROVINCIAL BAND AND ORCHESTRA WORKSHOP, July 13-August 8, 1964, Mount Royal College, Calgary.

Recipe for the Complete Volunteer

Cream together one part spare time with a desire to help others. Add slowly, series of training and descriptive courses. Add dash of enthusiasm, courage and originality for flavour. Combine thoroughly, steadily beating in many hours of service. Then add large quantities of well-sifted patience with equal amounts of milk of human kindness. Pour into a warm heart, bake well in a pan of experience. When done—top with three D's: Discipline, Drill, Dependability. Serve in generous portions.

* * *

"You can't buy or sell him, because he is priceless. You can't bribe him, because he's incorruptible. You can't exploit, shame or degrade him, because he's self-contained but unselfish. He is one of the community's most valuable citizens, yet he works without pay. He is the volunteer."

—From Garry Rea-Airth
Recreation Director, Vegreville.